



STATE OF MICHIGAN
TERRI LYNN LAND, SECRETARY OF STATE
DEPARTMENT OF STATE
LANSING

March 2007

**Ballot Production Standards
May 8, 2007**

I. Paper and Ink Specifications

All paper and ink specifications provided by the voting equipment manufacturers must be closely observed.

Vendors who produce ballots for use with the optical scan voting systems should exercise special care to ensure that the ballots are fully compatible with the AutoMARK Voter Assist Terminals. As certain ballot production methods can result in the “pooling” of ink on the ballots when marked with an AutoMARK terminal, the conduct of appropriate testing procedures to avoid such problems are important. If left unchecked, the ink-pooling problem can lead to tabulator failures.

II. Technical Reminders

All ballot production standards provided by the voting equipment manufacturers must be closely observed. Special attention must be paid to perf, score and fold specifications. Please refer to the manufacturers technical standards for additional information.

- Do not place thick bold lines, folds or score lines near ovals or arrows.
- ID bars and channel code bars must not touch the ballot cut marks.

- Avoid print washout (skips in ink or faded ink).
- When cutting and perfing ballots, ensure that the cut and perf is not skewed.
- All tabulators and AutoMARK terminals must be tested prior to each election to ensure that the equipment will accept ballots that contain a perforated ballot stub.
- Ballots may not exceed 20 inches in length, minus the ballot stub.

III. Ballot Headings

With the implementation of Michigan’s new “consolidated elections” legislation, there will be an increased number of instances where multiple governmental units must share the same ballot. The following ballot heading formats should be observed in such cases. As reflected below, the governmental units sharing the ballot are listed in the ballot heading in the order in which they appear on the ballot.

Local school district positions and community college positions:

**OFFICIAL BALLOT
Tuesday, May 8, 2007
Lansing Public Schools
Lansing Community College
Lansing Township, Precinct 1**

City positions, local school district positions and community college positions:

**OFFICIAL BALLOT
Tuesday, May 8, 2007
City of Lansing
Lansing Public Schools
Lansing Community College
City of Lansing, Ward 1, Precinct 5**

Local school district positions; community college positions; and township proposal:

**OFFICIAL BALLOT
Tuesday, May 8, 2007
Lansing Public Schools
Lansing Community College
Lansing Township
Lansing Township, Precinct 1**

Local school district positions and community college positions; ballot prepared for a consolidated precinct:

OFFICIAL BALLOT
Tuesday, May 8, 2007
Lansing Public Schools
Lansing Community College
Lansing Township, Precincts 3 & 4

Local school district positions and community college positions; ballot prepared for a precinct that serves voters who reside in multiple jurisdictions:

OFFICIAL BALLOT
Tuesday, May 8, 2007
Lansing School District
Lansing Community College
City of Lansing, Precinct 1

IV. Ballot Instructional Language

The following ballot instructional language must be used for the type of election involved. As depicted below, in instances where the ballot does not contain a partisan section, a nonpartisan section and/or a proposal section, the instructions must be modified as appropriate. The voting instructions may be printed on the detachable ballot stub to gain space if needed for ballot layout purposes.

NON-PARTISAN ELECTION

TO VOTE: Completely darken the oval opposite each choice as shown: [insert graphic here].

-- OR --

TO VOTE: Connect the arrow opposite each choice as shown: [insert graphic here].

IMPORTANT: To mark your ballot, use only a black or blue ink pen. **DO NOT USE ANY OTHER INK COLOR!**

DO NOT vote for more candidates than indicated under each office title.

WRITE-IN: To vote for a person whose name is not printed on the ballot, write or place the name of that person in the blank space provided and {darken the oval}{complete the arrow}.

Do not cast a write-in vote for a person whose name is already printed on the ballot for that office.

WHEN YOU HAVE COMPLETED VOTING: Place the ballot in the secrecy sleeve so that votes cannot be seen and the numbered stub is visible. Return the ballot to the election official stationed at the tabulator. (If voting by absentee ballot, follow the instructions provided by the clerk for returning the ballot.)

NOTE: If you make a mistake, return your ballot to the election official and obtain a new ballot. Do not attempt to erase any marks made in error.

<p>SPECIAL ELECTION (Proposal(s) only)</p>
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TO VOTE: Completely darken the oval opposite each choice as shown: **[insert graphic here]**.

-- OR --

TO VOTE: Connect the arrow opposite each choice as shown: **[insert graphic here]**.

IMPORTANT: To mark your ballot, use only a black or blue ink pen. **DO NOT USE ANY OTHER INK COLOR!**

WHEN YOU HAVE COMPLETED VOTING: Place the ballot in the secrecy sleeve so that votes cannot be seen and the numbered stub is visible. Return the ballot to the election official stationed at the tabulator. (If voting by absentee ballot, follow the instructions provided by the clerk for returning the ballot.)

NOTE: If you make a mistake, return your ballot to the election official and obtain a new ballot. Do not attempt to erase any marks made in error.

<p>V. Instructional Modification Notes</p>

Certain modifications to the instructional language must be made to accommodate the following situations.

- If a two-sided ballot will be used, the following additional instructional language must be used:

CHECK BOTH SIDES OF BALLOT: This ballot has two sides. Be certain to check the reverse side of the ballot.

In addition, **“VOTE BOTH FRONT AND BACK OF BALLOT”** must be printed at the bottom of the front and back of the ballot.

- If the ballot will be produced with the detachable ballot stub at the bottom of the ballot and the voting instructions will be printed on the stub, the words **“REFER TO VOTING INSTRUCTIONS BELOW”** must be printed across the top of the ballot.

VI. Presentation of Candidate Names and Office Titles
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The following standards must be observed:

- Candidate names and clarifying designations must be printed in upper case and lower case letters.
- Candidate names must be printed in boldface type.
- Clarifying designations for judicial candidates must be printed in regular type as opposed to boldface type.
- The voting targets must be placed to the right of the candidates’ names.
- Clarifying designations that are required as the result of a name change must be printed in regular type directly below the name of the candidate as **“Formerly known as XXXXXXXX”**.
- The candidates’ names and clarifying designations must be justified to the right to avoid any confusion over the target area that must be marked to vote for any given candidate.
- Office divisions must be printed in boldface capital letters and centered in a shaded box (e.g., **“CITY,” “VILLAGE,” “LOCAL SCHOOL DISTRICT,” “COMMUNITY COLLEGE,” “INTERMEDIATE SCHOOL DISTRICT,” and “CITY PROPOSALS,” “VILLAGE PROPOSALS,” “LOCAL SCHOOL DISTRICT PROPOSALS,” “COMMUNITY COLLEGE PROPOSALS,” “INTERMEDIATE SCHOOL DISTRICT PROPOSALS,” and “DISTRICT LIBRARY PROPOSALS”**).
- As the ballot instructions include information on casting a write-in vote, the spaces provided for write-in votes do not need to be labeled in any way (e.g., “write-in” or “write-in candidate”). Such labeling has led to voter confusion in the past.

VII. Vacancies

If a partial term position will appear on the ballot, along with one or more full term positions under the same office heading, the partial term position must follow the last full term position. While it is not required that the term of office be printed on the ballot for full term positions, the term of office for all partial terms must be printed on the ballot as follows:

PARTIAL TERM ENDING XX/XX/XXXX

VIII. Office Order

The following office order must be observed:

City Offices (order of offices is governed by the city charter)

Village Offices

President
Clerk
Treasurer
Trustee

School District and District Library Board Offices

Local School District Board Member
Community College Board of Trustees Member
Intermediate School District Board Member
District Library Board Member

IX. Placement of Ballot Proposals on Ballot

In any instance where the proposal portion of the ballot must list a combination of city/township/village proposals, local school district proposals, community college district proposals, intermediate school district proposals and/or district library proposals, the proposals must be presented in the following order:

City Proposals
Township Proposals
Village Proposals
Local School District Proposals

Community College District Proposals
Intermediate School District Proposals
District Library Proposals

X. Presentation of Ballot Proposals
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After the question, the words “**Yes**” and “**No**” must be printed on separate lines. A voting target must be placed to the right of the word “**Yes**” and to the right of the word “**No**.”

XI. Authority Statement

A statement must appear at the bottom of each ballot that identifies the County or Local Election Commission responsible for printing the ballot. This responsibility falls upon the unit of government which contracts with the print vendor to perform this work. While the actual costs incurred may be shared by multiple governmental entities (e.g. county, city, township, village, or school district), a single election commission must assume responsibility for ballot printing. Assigning this responsibility to a single governmental entity will ensure the highest levels of efficiency in terms of process and costs.

Given the above, “**Printed by Authority of the (insert name of county) County Election Commission**” shall appear at the bottom of all ballots with the following exceptions.

- City primary or election – “**Printed by Authority of the (enter name of city) Election Commission.**”
- Village election (administered by a township) - “**Printed by Authority of the (enter name of township) Election Commission.**”
- Village election (administered by a village) - “**Printed by Authority of the (enter name of village) Election Commission.**”
- School District election (administered by a city, if the school district is wholly contained within the boundaries of a single city) - “**Printed by Authority of the (enter name of city) Election Commission.**”

XII. Candidate Name Rotations

Michigan election law, MCL 168.569a, stipulates that candidate names must be rotated on the ballot in specified instances to eliminate the chance that a candidate may be unfairly advantaged or disadvantaged in an election by his or her position on the ballot.

When rotations are required, the candidate names are rotated from one precinct to the next. Ballot to ballot rotation, formerly employed when paper ballots were used, has been eliminated. If absent voter ballots are processed by absent voter counting boards, each ballot form that contains identical offices and names is considered a separate precinct for ballot rotation purposes.

When rotation is required: The following outlines when candidate names must be rotated on the ballot:

- Candidate names are rotated on ***non-partisan primary ballots and non-partisan general election ballots*** in cases where the number of candidates running for an office exceeds the number of candidates to be elected to the office. (If the number of candidates filing for a judicial office in a non-partisan primary is equal to or less than the number of candidates to be elected to the office, the office does not appear on the ballot. If the number of candidates filing for a city office in a non-partisan primary is equal to or less than the number of candidates to be elected to the office, the office does not appear on the ballot unless otherwise provided under the city charter. If the number of candidates appearing on the ballot in a non-partisan general election is equal to or less than the number of candidates to be elected to the office, the candidates' names are listed alphabetically.)
- Candidate names are rotated on ***partisan primary ballots*** in cases where the number of candidates a party has running for an office exceeds the number of candidates to be elected to the office. (The names are listed alphabetically in cases where the number of candidates a party has running for an office is equal to or less than the number of candidates to be elected to the office.)
- Candidate names are *not* rotated on ***partisan general election ballots***. (In cases where there is more than one candidate to be elected to an office in a partisan general election, the candidates are listed alphabetically under each party.)

Rotation procedure: Candidate rotations are arranged by the printer and the election official responsible for printing the ballot. As a starting point, the candidates' names are placed in alphabetical order. With each subsequent rotation, the name in the first position (top of column) is shifted to the last position (bottom of column). The rotations must be planned to ensure that the various precinct rotations are – to the extent possible – evenly distributed throughout the city, township or county.